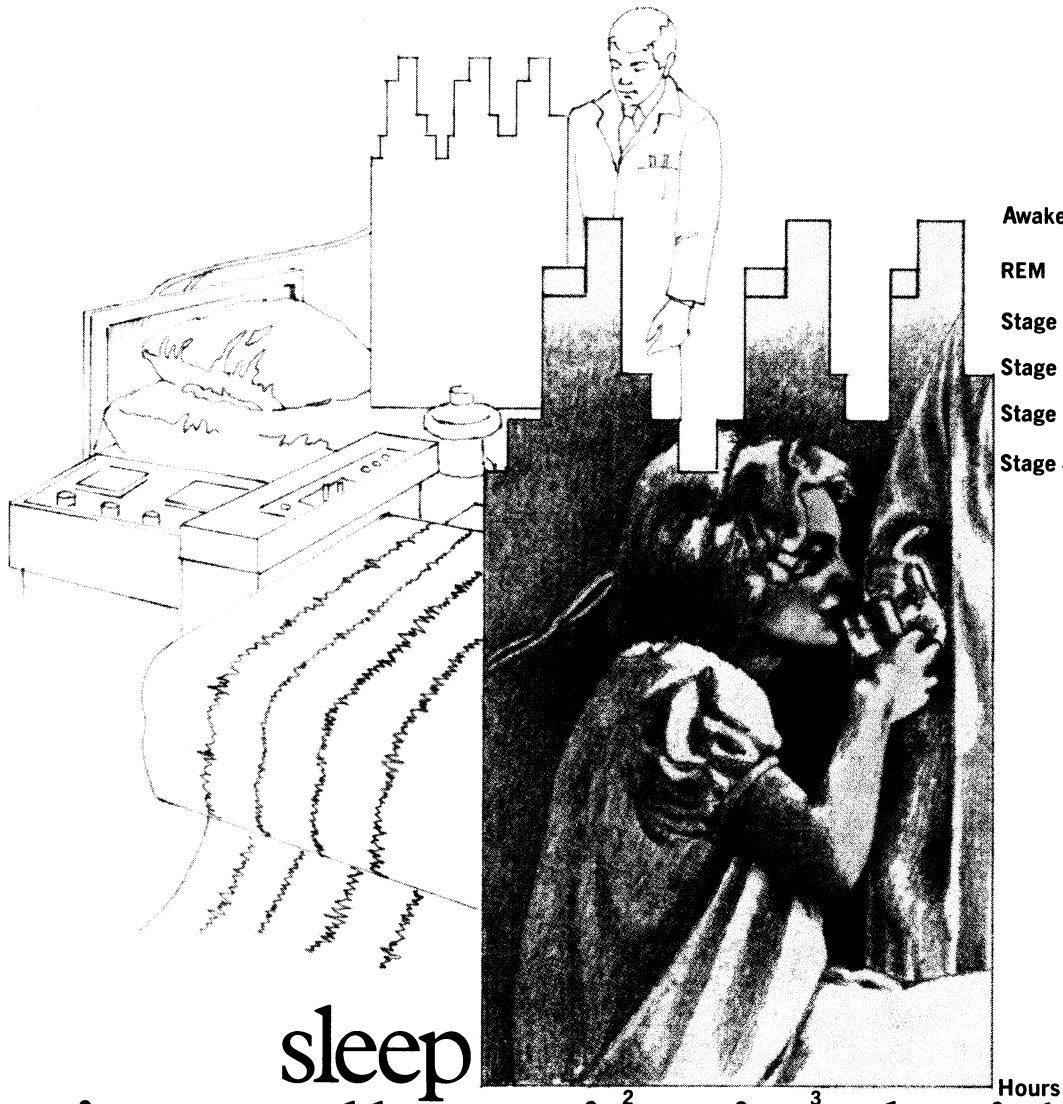


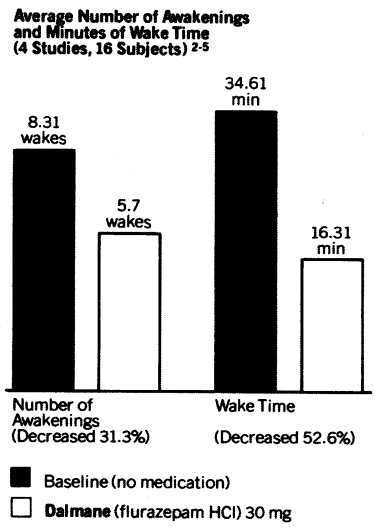
sleep is usually maintained with fewer nighttime awakenings...

a consistent benefit of

Dalmane®

(flurazepam HCl) proved by a 17-night clinical study in the sleep research laboratory evaluating effectiveness in insomnia patients[1]

Eight patients received no medication on nights 1-4; Dalmane (flurazepam HCl) or placebo on nights 5-9; crossover capsule, nights 10-14; and no medication, nights 15-17. While placebo had no significant effect on sleep maintenance, Dalmane reduced nighttime awakenings by 55.1% when given on nights 5-9, 43.7% on nights 10-14. When four control subjects received placebo on the 10 "drug" nights, awakenings *increased* 11.5% over baseline.[1]



confirmed by clinical studies in four geographically separated sleep research laboratories[2-5]

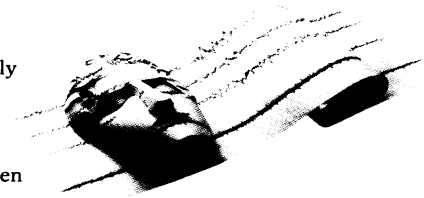
Using a 14-night protocol, involving eight insomniac and eight normal subjects, four studies confirmed the sleep-maintaining effectiveness of Dalmane (flurazepam HCl) and the reproducibility of this response. On average, one 30-mg capsule reduced number of awakenings by 31.3% and wake time by 52.6%. In all these studies, Dalmane induced sleep rapidly, on average within 17 minutes; reduced nighttime awakenings; and provided, on average, 7 to 8 hours of sleep without repeating dosage.[2-5]

Dalmane (flurazepam HCl) induces and maintains sleep, with relative safety

Dalmane is generally well tolerated; morning "hang-over" has been relatively infrequent. While dizziness, drowsiness, lightheadedness and the like have been noted most often, particularly in the elderly and debilitated, physicians should be aware of the possibility of more serious reactions, as noted in the Complete Product Information.

Before prescribing Dalmane (flurazepam HCl), please consult Complete Product Information, a summary of which follows:

Indications: Effective in all types of insomnia characterized by difficulty in falling asleep, frequent nocturnal awakenings and/or early morning awakening; in patients with recurring insomnia or poor sleeping habits; and in acute or chronic medical situations requiring restful sleep. Since insomnia is often transient and intermittent, prolonged administration is generally not necessary or recommended.
Contraindications: Known hypersensitivity to flurazepam HCl.
Warnings: Caution patients about possible combined effects with alcohol and other CNS depressants. Caution against hazardous occupations requiring complete mental alertness (*e.g.*, operating machinery, driving). Use in women who are or may become pregnant only when potential benefits have been weighed against possible hazards. Not recommended for use in persons under 15 years of age. Though physical and psychological dependence have not been reported on recommended doses, use caution in administering to addiction-prone individuals or those who might increase dosage.
Precautions: In elderly and debilitated, initial dosage should be limited to 15 mg to preclude oversedation, dizziness and/or ataxia. If combined with other drugs having hypnotic or CNS-depressant effects, consider potential additive effects. Employ usual precautions in patients who are severely depressed, or with latent depression or suicidal tendencies. Periodic blood counts and liver and kidney function tests are advised during repeated therapy. Observe usual precautions in presence of impaired renal or hepatic function.
Adverse Reactions: Dizziness, drowsiness, lightheadedness, staggering, ataxia and falling have occurred, particularly in elderly or debilitated patients. Severe sedation, lethargy, disorientation and coma, probably indicative of drug intolerance or overdosage, have been reported. Also reported were headache, heartburn, upset stomach, nausea, vomiting, diarrhea, constipation, GI pain, nervousness, talkativeness, apprehension, irritability, weakness, palpitations, chest pains, body and joint pains and GU complaints. There have also been rare occurrences of sweating, flushes, difficulty in focusing, blurred vision, burning eyes, faintness, hypotension, shortness of breath, pruritus, skin rash, dry mouth, bitter taste, excessive salivation, anorexia, euphoria, depression, slurred speech, confusion, restlessness, hallucinations, and elevated SGOT, SGPT, total and direct bilirubins and alkaline phosphatase. Paradoxical reactions, *e.g.*, excitement, stimulation and hyperactivity, have also been reported in rare instances.
Dosage: Individualize for maximum beneficial effect. *Adults:* 30 mg usual dosage; 15 mg may suffice in some patients. *Elderly or debilitated patients:* 15 mg initially until response is determined.
Supplied: Capsules containing 15 mg or 30 mg flurazepam HCl.



when restful sleep is indicated

Dalmane®
(flurazepam HCl)

One 30-mg capsule *h.s.* — usual adult dosage (15 mg may suffice in some patients).
One 15-mg capsule *h.s.* — initial dosage for elderly or debilitated patients.

- induces sleep within 17 minutes, on average
- reduces nighttime awakenings
- sustains sleep 7 to 8 hours, on average, without repeating dosage

REFERENCES: 1. Kales J, *et al*: *Clin Pharmacol Ther 12*:691-697, Jul-Aug, 1971
2. Karacan I, Williams RL, Smith JR: The sleep laboratory in the investigation of sleep and sleep disturbances. Scientific exhibit at the 124th annual meeting of the American Psychiatric Association, Washington DC, May 3-7, 1971
3. Frost JD Jr: Data on file, Medical Department, Hoffmann-La Roche Inc, Nutley NJ
4. Vogel GW: Data on file, Medical Department, Hoffmann-La Roche Inc, Nutley NJ
5. Dement WC: Data on file, Medical Department, Hoffmann-La Roche Inc, Nutley NJ

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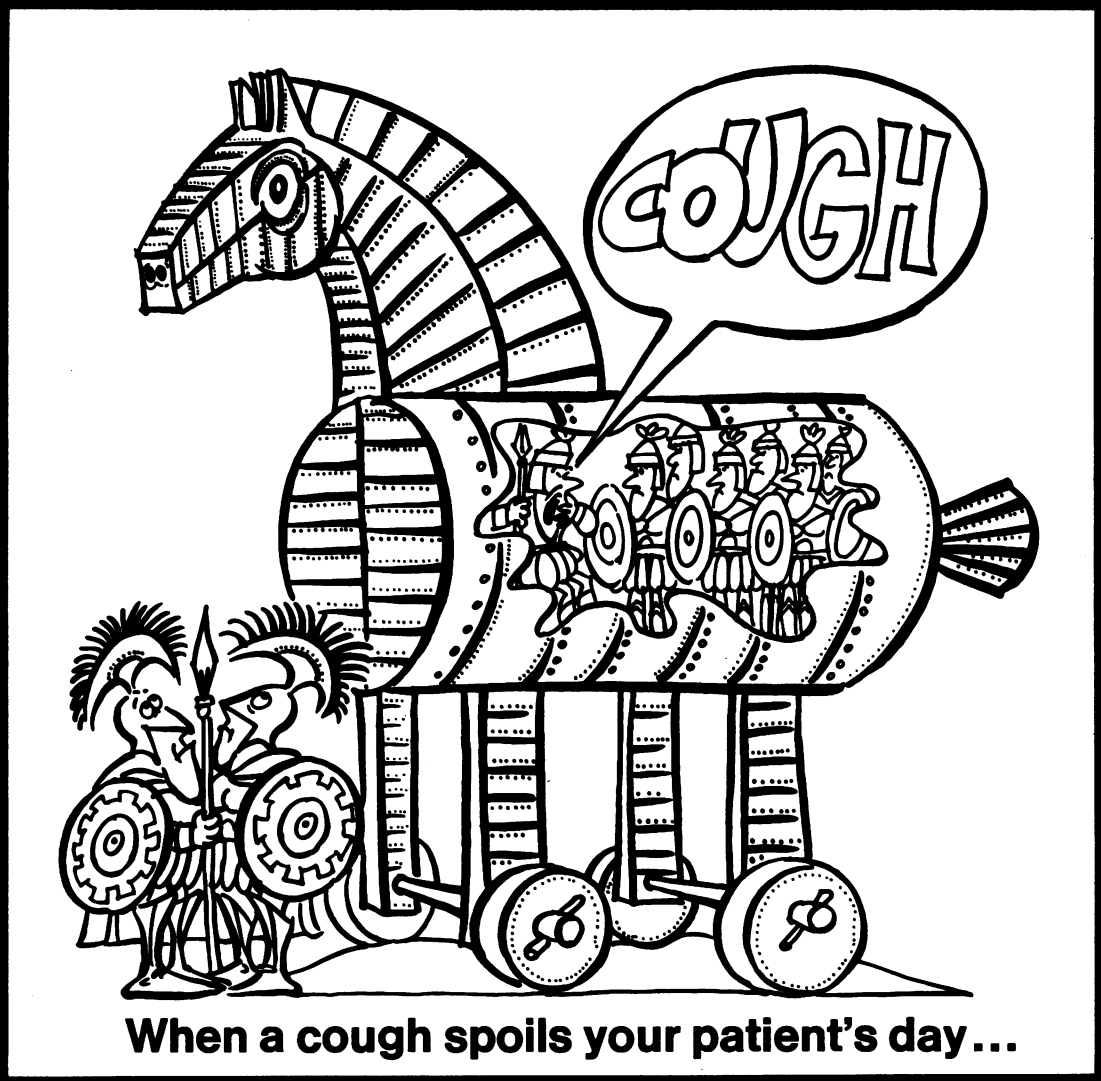
Division of Hoffmann-La Roche Inc.
Nutley, New Jersey 07110



When a cough spoils your patient's day...

Triaminic® Expectorant

Each teaspoonful (5 ml.) contains:

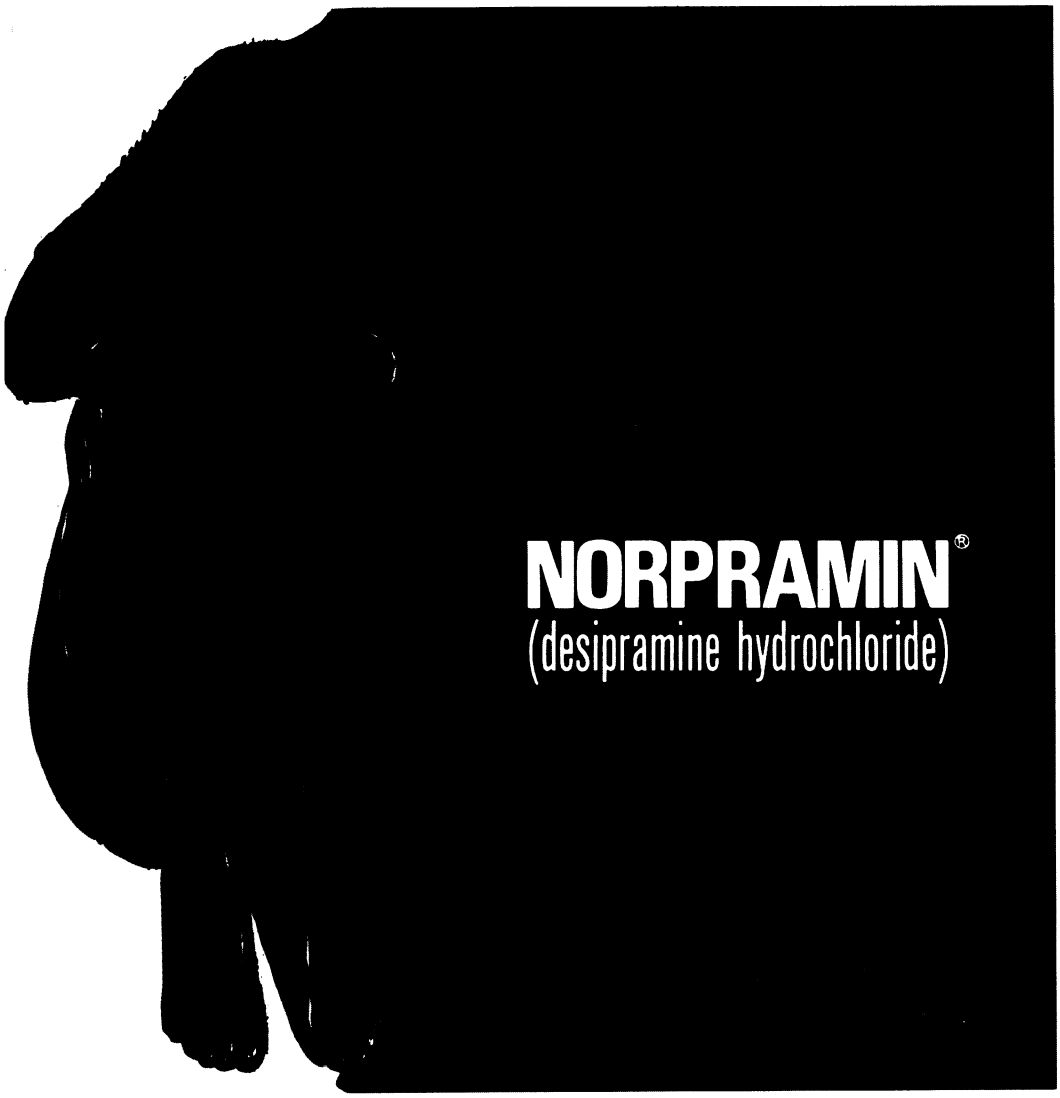
Triaminic, 25 mg. (phenylpropanolamine hydrochloride, 12.5 mg.; pheniramine maleate, 6.25 mg.; pyrilamine maleate, 6.25 mg.); glyceryl guaiacolate, 100 mg.; alcohol, 5%.

Available in 8-oz. Family Size and 4-oz.
No Rx needed—recommend over the phone.

The Adult Expectorant that is great for kids, too.

Dorsey Laboratories/Division of Sandoz-Wander, Inc./Lincoln, Nebraska 68501 BO-SD


When you see anxiety-look for depression
NORPRAMIN®
(desipramine hydrochloride)



Anxiety is an invidious symptom. It feeds upon sickness, gnaws, grows and invades every cranny of psychic pathology adding intensity to torment. Anxiety as a symptom secondary to depression may be so dominant that it obscures the primary diagnosis. It may suggest treatment with tranquilizers which often help. But as the vampire of legend had to have a laurel stake driven through its heart to truly die, so anxiety secondary to depression will not cease to nibble and bite until an antidepressant eradicates the primary illness—and symptomatic anxiety starves.

IN BRIEF:

Indications: Norpramin® (desipramine hydrochloride) is indicated for the relief of depressive symptoms. Endogenous depressions are more likely to be alleviated than others.

Contraindications: Desipramine hydrochloride should not be given within two weeks of treatment with a monoamine oxidase inhibitor. Contraindications include the acute recovery period following myocardial infarction and hypersensitivity to the drug. Cross sensitivity with other dibenzazepines is a possibility.

Warnings: 1. Extreme caution should be used in patients: (a) with cardiovascular disease, (b) with a history of urinary retention or glaucoma, (c) with thyroid disease or those on thyroid medication, (d) with a history of seizure disorder. 2. This drug is capable of blocking the antihypertensive effect of guanethidine and similarly acting compounds. 3. *Use in Pregnancy:* Safe use during pregnancy and lactation has not been established. 4. *Use in Children:* Norpramin® (desipramine hydrochloride) is not recommended for use in children. 5. This drug may impair the mental and/or physical abilities required for the performance of potentially hazardous tasks such as driving a car or operating machinery. Therefore, the patient should be cautioned accordingly.

Precautions: This drug should be dispensed in the least possible quantities to depressed outpatients, since suicide has been accomplished with drugs of this class. If possible, dispense in child-resistant containers. It should be kept out of reach of children. Reduce dosage, or alter treatment, if serious adverse effects occur. Norpramin® (desipramine hydrochloride) therapy in patients with manic-depressive illness may induce a hypomanic state after the depressive phase terminates and may cause exacerbation of phychosis in schizophrenic patients. Use cautiously with anticholinergic or sympathomimetic drugs. Response to alcoholic beverages may be exaggerated. In the concurrent administration of ECT and antidepressant drugs one should consider the possibility of increased risk relative to benefits. Discontinue as soon as possible prior to elective surgery because of possible cardiovascular effects. Hypertensive episodes have been observed during surgery in patients on desipramine hydrochloride. Leukocyte and differential counts should be performed in any patient who develops fever and sore throat during therapy; the drug should be discontinued if there is neutropenia.

Adverse Reactions: *Cardiovascular:* hypotension, hypertension, tachycardia, palpitation, arrhythmias, heart block, myocardial infarction, stroke. *Psychiatric:* confusional states (especially in the elderly), hallucinations, disorientation, delusions; anxiety, agitation; insomnia and nightmares; hypomania; exacerbation of phychosis. *Neurological:* paresthesias of extremities; incoordination, ataxia, tremors, peripheral neuropathy; extrapyramidal symptoms; seizures; alteration in EEG patterns; tinnitus. *Anticholinergic:* dry mouth, and rarely associated sublingual adenitis; blurred vision, disturbance of accommodation, mydriasis; constipation, paralytic ileus; urinary retention, delayed micturition, hypotonic bladder. *Allergic:* skin rash, petechiae, urticaria, itching, photosensitization, edema (of face and tongue or general), drug fever. *Hematologic:* agranulocytosis, eosinophilia, purpura, thrombocytopenia. *Gastrointestinal:* anorexia, nausea and vomiting, epigastric distress, peculiar taste, abdominal cramps, diarrhea, stomatitis, black tongue. *Endocrine:* gynecomastia; breast enlargement and galactorrhea in the female; increased or decreased libido, impotence, testicular swelling; elevation or depression of blood sugar levels. *Other:* jaundice (simulating obstructive), altered liver function; weight gain or loss; perspiration, flushing; urinary frequency, nocturia; parotid swelling; drowsiness, dizziness, weakness and fatigue, headache; alopecia. *Withdrawal Symptoms:* Though not indicative of addiction, abrupt cessation after prolonged therapy may produce nausea, headache and malaise.

Dosage and Administration: *The usual adult dose:* 50 mg. three times daily; increase if necessary after 7 to 10 days to maximum of 200 mg. daily. Dosages above 200 mg. per day are not recommended. *Maintenance:* At a lower dose adequate to maintain remission. *Adolescent and geriatric patient dose:* 25 to 50 mg. daily if necessary.

Overdosage: There is no specific antidote for desipramine, nor are there specific phenomena of diagnostic value characterizing poisoning by the drug. The principles of management of coma and shock by means of the mechanical respirator, cardiac pacemaker, monitoring of central venous pressure and regulation of fluid- and acid-base balance are well known in most medical centers. If heart failure is imminent, digitalize promptly.

Manufactured by LAKESIDE LABORATORIES
Division of Colgate-Palmolive Company

Distributed by
LAKESIDE LABORATORIES, INC.
Milwaukee, Wisconsin 53201

Part of a series on the clinical, bacteriological and pharmacological aspects of Bactrim therapy.

This is Bactrim™ against E. coli, Proteus

These are results from clinical trials* in which patients with chronic urinary tract infections (primarily cystitis, pyelitis and pyelonephritis), more than half with obstructive complications, were treated with Bactrim for 10 days and evaluated at intervals up to 32 days after termination of therapy. Patients were considered to have a significant bacteriological response when the urine culture revealed 10,000 or fewer colonies/ml of any single organism cultured from a midstream clean-catch specimen.

Before prescribing Bactrim, please consult complete product information for all adverse reactions, contra[illegible]ns, precautions and warnings.

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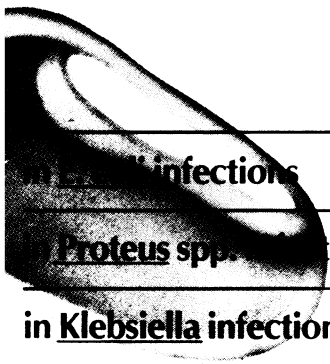
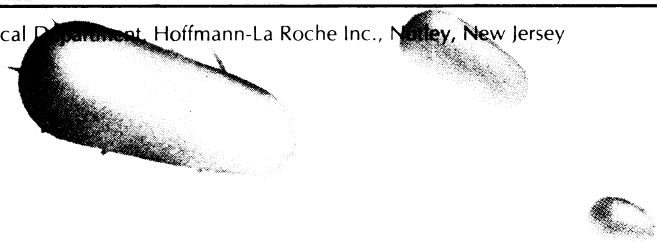
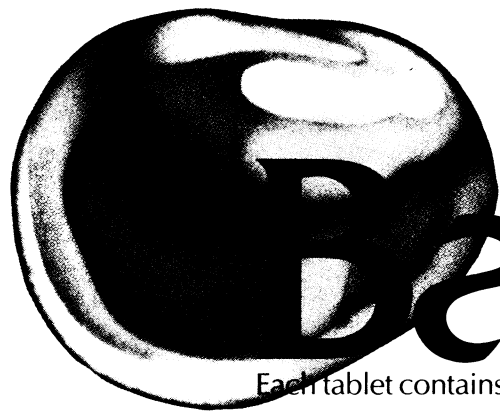
performance
spp. and Klebsiella



	Excellent initial response* after 10 days of therapy	Impressive response maintained 32 days after termination of therapy
in E. coli infections	97.1% of 105 patients	73.1% of 93 patients
in Proteus spp. infections	81.1% of 37 patients	60.0% of 35 patients
in Klebsiella infections	85.7% of 21 patients	65.0% of 20 patients

*Data on file, Medical Department, Hoffmann-La Roche Inc., Nutley, New Jersey





Bactrim™

Each tablet contains 80 mg trimethoprim and 400 mg sulfamethoxazole.

In cystitis, pyelonephritis and pyelitis diagnosed as chronic and due to susceptible urinary tract pathogens, usually E. coli, Klebsiella-Enterobacter and Proteus mirabilis.

Please see following page for summary of product information.

In cases of cystitis, pyelonephritis and pyelitis diagnosed as chronic*

Bactrim™

Each tablet contains 80 mg trimethoprim and 400 mg sulfamethoxazole.

- **aggressive antibacterial activity**
- **interrupts essential metabolic process of susceptible organisms, usually E. coli, Klebsiella-Enterobacter, P. mirabilis, and, less frequently, indole-positive proteus species**
- **over 91% initial efficacy in clinical studies of patients with urinary tract infection diagnosed as chronic***
- **impressive response even in cases with obstructive complications**
- **not recommended for children under 12, during pregnancy or the nursing period**
- **no loading dose; two tablets b.i.d. recommended for 10-14 days**

*due to susceptible organisms

Before prescribing, please consult complete product information, a summary of which follows:

Indications: Chronic urinary tract infections (primarily pyelonephritis, pyelitis and cystitis) due to susceptible organisms (usually *E. coli, Klebsiella-Enterobacter, Proteus mirabilis,* and, less frequently, indole-positive proteus species).

NOTE: The increasing frequency of resistant organisms limits the usefulness of antibacterials, especially in chronic and recurrent urinary tract infections.

Contraindications: Hypersensitivity to trimethoprim or sulfonamides; pregnancy; nursing mothers.

Warnings: Deaths from hypersensitivity reactions, agranulocytosis, aplastic anemia and other blood dyscrasias have been associated with sulfonamides. Experience with trimethoprim is much more limited but occasional interference with hematopoiesis has been reported as well as an increased incidence of thrombopenia in elderly patients on diuretics, primarily thiazides. Sore throat, fever, pallor or jaundice may be early signs of serious blood disorders. Frequent CBC's are recommended; therapy should be discontinued if a significantly reduced count of any formed blood element is noted. Data are insufficient to recommend use in infants and children under 12.

Precautions: Use cautiously in patients with impaired renal or hepatic function, possible folate deficiency, allergy or bronchial asthma; and in those with glucose-6-phosphate dehydrogenase deficiency, where hemolysis may occur. During therapy, maintain adequate fluid intake and perform frequent urinalyses, with careful microscopic examination, and renal function tests, particularly where there is impaired renal function.

Adverse Reactions: All major reactions to sulfonamides and trimethoprim are included, even if not reported with Bactrim. *Blood dyscrasias:* Agranulocytosis, aplastic anemia, megaloblastic anemia, thrombopenia, leukopenia, hemolytic anemia, purpura, hypoprothrombinemia and methemoglobinemia. *Allergic reactions:* Erythema multiforme, Stevens-Johnson syndrome, generalized skin eruptions, epidermal necrolysis, urticaria, serum sickness, pruritus, exfoliative dermatitis, anaphylactoid reactions, periorbital edema, conjunctival and scleral injection, photosensitization, arthralgia and allergic myocarditis. *Gastrointestinal reactions:* Glossitis, stomatitis, nausea, emesis, abdominal pains, hepatitis, diarrhea and pancreatitis. *CNS reactions:* Headache, peripheral neuritis, mental depression, convulsions, ataxia, hallucinations, tinnitus, vertigo, insomnia, apathy, fatigue, muscle weakness and nervousness. *Miscellaneous reactions:* Drug fever, chills, toxic nephrosis with oliguria and anuria, periarteritis nodosa and L.E. phenomenon. Due to certain chemical similarities to some goitrogens, diuretics (acetazolamide, thiazides) and oral hypoglycemic agents, sulfonamides have caused rare instances of goiter production, diuresis and hypoglycemia in patients; cross-sensitivity with these agents may exist. In rats, long-term therapy with sulfonamides has produced thyroid malignancies.

Dosage: Not recommended for children under 12. Usual adult dosage: Two tablets b.i.d. for 10 to 14 days. For patients with renal impairment:

Creatinine Clearance (ml/min)	Recommended Dosage Regimen
Above 30	Usual standard regimen
15-30	2 tablets every 24 hours
Below 15	Use not recommended

Supplied: Tablets, each containing 80 mg trimethoprim and 400 mg sulfamethoxazole—bottles of 100 and 500; Tel-E-Dose® packages of 100; Prescription Paks of 40, available singly and in trays of 10.

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Roche Laboratories
Division of Hoffmann-La Roche Inc.
Nutley, New Jersey 07110

Must vasodilators and therapy for other diseases come into conflict?

not if the vasodilator is

VASODILAN®
(ISOXSUPRINE HCl)

the compatible vasodilator... no treatment conflicts reported

The cerebral or peripheral vascular disease patient often has coexisting disease[1] which calls for another drug along with his vasodilator. It may be a hypoglycemic, miotic, antihypertensive, diuretic, anticoagulant, corticosteroid, or coronary vasodilator.

Vasodilan is not incompatible with any of these drugs—no treatment conflict has been reported. And, unlike other vasodilators, Vasodilan has not been reported to affect carbohydrate metabolism, liver function, or intraocular pressure—or to complicate treatment of diabetes, hypertension, peptic ulcer, glaucoma, or liver disease.

In fact, there are no known contraindications to the use of Vasodilan in recommended oral doses, other than that it should not be given in the presence of frank arterial bleeding or immediately postpartum.

1. Gertler, M. M., et al.: Geriatrics *25*:134-148 (May) 1970.

Indications: Based on a review of this drug by the National Academy of Sciences-National Research Council and/or other information, the FDA has classified the indications as follows:

Possibly Effective:

1. For the relief of symptoms associated with cerebral vascular insufficiency.
2. In peripheral vascular disease of arteriosclerosis obliterans, thromboangiitis obliterans (Buerger's Disease) and Raynaud's disease.
3. Threatened abortion.

Final classification of the less-than-effective indications requires further investigation.

Composition: Vasodilan tablets, isoxsuprine HCl, 10 mg. and 20 mg.

Dosage and Administration: 10 to 20 mg. three or four times daily.

Contraindications and Cautions: There are no known contraindications to oral use when administered in recommended doses. Should not be given immediately postpartum or in the presence of arterial bleeding.

Adverse Reactions: On rare occasions, oral administration of the drug has been associated in time with the occurrence of severe rash. When rash appears, the drug should be discontinued. Occasional overdosage effects such as transient palpitation or dizziness are usually controlled by reducing the dose.

Supplied: Tablets, 10 mg.—bottles of 100, 1000, 5000 and Unit Dose; 20 mg.—bottles of 100, 500 and Unit Dose.

 734017

Mead Johnson LABORATORIES

THE NATURAL WAY

For more than thirty years PREMARIN (Conjugated Estrogens Tablets, U.S.P.) has been prepared with natural equine estrogens exclusively—without synthetic estrogen supplements. For more than thirty years it has provided the complete estrogen complex in the proportions found in its natural source. And for more than thirty years PREMARIN has enjoyed an unparalleled record of clinical efficacy and acceptance.

PREMARIN. The only estrogen preparation available that contains natural estrogens exclusively and also meets all U.S.P. specifications for conjugated estrogens. Assurance of quality for you and your patients.

PREMARIN . . . naturally.

BRIEF SUMMARY
(For full prescribing information, see package circular.)
PREMARIN®
(Conjugated Estrogens Tablets, U.S.P.)

Indications: Based on a review of PREMARIN Tablets by the National Academy of Sciences-National Research Council and/or other information, FDA has classified the indications for use as follows:
Effective: As replacement therapy for naturally occurring or surgically induced estrogen deficiency states associated with: the climacteric, including the menopausal syndrome and postmenopause; senile vaginitis and kraurosis vulvae, with or without pruritus.
"Probably" effective: For estrogen deficiency-induced osteoporosis, and only when used in conjunction with other important therapeutic measures such as diet, calcium, physiotherapy, and good general health-promoting measures. Final classification of this indication requires further investigation.

Contraindications: Short acting estrogens are contraindicated in patients with (1) markedly impaired liver function; (2) known or suspected carcinoma of the breast, except those cases of progressing disease not amenable to surgery or irradiation occurring in women who are at least 5 years postmenopausal; (3) known or suspected estrogen-dependent neoplasia, such as carcinoma of the endometrium; (4) thromboembolic disorders, thrombophlebitis, cerebral embolism, or in patients with a past history of these conditions; (5) undiagnosed abnormal genital bleeding.
Warnings: Estrogen therapy should not be given to women with recurrent chronic mastitis or abnormal mammograms except, if in the opinion of the physician, it is warranted despite the possibility of aggravation of the mastitis or stimulation of undiagnosed estrogen-dependent neoplasia.

The physician should be alert to the earliest manifestations of thrombotic disorders (thrombophlebitis, retinal thrombosis, cerebral embolism and pulmonary embolism). If these occur or are suspected, estrogen therapy should be discontinued immediately.

Estrogens may be excreted in the mother's milk and an estrogenic effect upon the infant has been described. The long range effect on the nursing infant cannot be determined at this time.

Hypercalcemia may occur in as many as 15 percent of breast cancer patients with metastases, and this usually indicates progression of bone metastases. This occurrence depends neither on dose nor on immobilization. In the presence of progression of the cancer or hypercalcemia, estrogen administration should be stopped.

A statistically significant association has been reported between maternal ingestion of diethylstilbestrol during pregnancy and the occurrence of vaginal carcinoma in the offspring. This occurred with the use of diethylstilbestrol for the treatment of threatened abortion or high risk pregnancies. Whether or not such an association is applicable to all estrogens is not known at this time. In view of this finding, however, the use of any estrogen in pregnancy is not recommended.

Failure to control abnormal uterine bleeding or unexpected recurrence is an indication for curettage.

Precautions: As with all short acting estrogens, the following precautions should be observed:

A complete pretreatment physical examination should be performed with special reference to pelvic and breast examinations.

To avoid prolonged stimulation of the endometrium and breasts in climacteric or hypogonadal women, estrogens should be administered cyclically (3 week regimen with 1 week rest period—withdrawal bleeding may occur during rest period).

Because of individual variation in endogenous estrogen production, relative overdosage may occur which could cause undesirable effects such as abnormal or excessive uterine bleeding, mastodynia and edema.

Because of salt and water retention associated with estrogenic anabolic activity, estrogens should be used with caution in patients with epilepsy, migraine, asthma, cardiac, or renal disease.

If unexplained or excessive vaginal bleeding should occur, reexamination should be made for organic pathology.

Pre-existing uterine fibromyomata may increase in size while using estrogens; therefore, patients should be examined at regular intervals while receiving estrogenic therapy.

The pathologist should be advised of estrogen therapy when relevant specimens are submitted.

Because of their effects on epiphyseal closure, estrogens should be used judiciously in young patients in whom bone growth is incomplete.

Prolonged high dosages of estrogens will inhibit anterior pituitary functions. This should be borne in mind when treating patients in whom fertility is desired.

The age of the patient constitutes no absolute limiting factor, although treatment with estrogens may mask the onset of the climacteric.

Certain liver and endocrine function tests may be affected by exogenous estrogen administration. If test results are abnormal in a patient taking estrogen, they should be repeated after estrogen has been withdrawn for one cycle.

Adverse Reactions: The following adverse reactions have been reported associated with short acting estrogen administration:
nausea, vomiting, anorexia
gastrointestinal symptoms such as abdominal cramps and bloating
breakthrough bleeding, spotting, unusually heavy withdrawal bleeding (See DOSAGE AND ADMINISTRATION)
breast tenderness and enlargement
reactivation of endometriosis
possible diminution of lactation when given immediately postpartum
loss of libido and gynecomastia in males
edema
aggravation of migraine headaches
change in body weight (increase, decrease)
headache
allergic rash
hepatic cutaneous porphyria becoming manifest

Dosage and Administration: PREMARIN should be administered cyclically (3 weeks of daily estrogen and 1 week off) for all indications except selected cases of carcinoma and prevention of postpartum breast engorgement.

Menopausal Syndrome—1.25 mg. daily, cyclically. Adjust dosage upward or downward according to severity of symptoms and response of the patient. For maintenance, adjust dosage to lowest level that will provide effective control.

If the patient has not menstruated within the last two months or more, cyclic administration is started arbitrarily. If the patient is menstruating, cyclic administration is started on day 5 of bleeding. If breakthrough bleeding (bleeding or spotting during estrogen therapy) occurs, increase estrogen dosage as needed to stop bleeding. In the following cycle, employ the dosage level used to stop breakthrough bleeding in the previous cycle. In subsequent cycles, the estrogen dosage is gradually reduced to the lowest level which will maintain the patient symptom-free.

Postmenopause—as a protective measure against estrogen deficiency-induced degenerative changes (*e.g.* osteoporosis, atrophic vaginitis, kraurosis vulvae)—0.3 mg. to 1.25 mg. daily and cyclically. Adjust dosage to lowest effective level.

Osteoporosis (to retard progression)—usual dosage 1.25 mg. daily and cyclically.

Senile Vaginitis, Kraurosis Vulvae with or without Pruritus—0.3 mg. to 1.25 mg. or more daily, depending upon the tissue response of the individual patient. Administer cyclically.

How Supplied: PREMARIN (Conjugated Estrogens Tablets, U.S.P.)

No. 865—Each *purple* tablet contains 2.5 mg., in bottles of 100 and 1,000.

No. 866—Each *yellow* tablet contains 1.25 mg., in bottles of 100 and 1,000. Also in unit dose package of 100.

No. 867—Each *red* tablet contains 0.625 mg., in bottles of 100 and 1,000.

No. 868—Each *green* tablet contains 0.3 mg., in bottles of 100 and 1,000. 7352

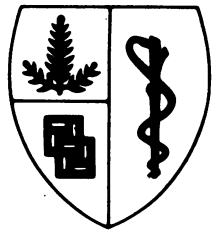
PREMARIN®

BRAND OF CONJUGATED ESTROGENS TABLETS, U.S.P.

CONTAINS ONLY NATURAL ESTROGENS ...NO SYNTHETICS OR SUPPLEMENTS

Ayerst

AYERST LABORATORIES
New York, N.Y. 10017



STANFORD UNIVERSITY SCHOOL OF MEDICINE

OFFICE OF POSTGRADUATE MEDICAL EDUCATION

announces two interdepartmental five-day, comprehensive refresher courses

PRIMARY CARE OCTOBER 7-11, 1974

FOR FAMILY AND GENERAL PRACTITIONERS, GENERAL INTERNISTS AND GENERAL PEDIATRICIANS

Designed as a review of the principles and procedures involved in the management of patients with problems commonly encountered in primary care, the program includes a morning lecture series and afternoon elective problem-solving sessions, seminars, and demonstrations. Tuition for the course is $235, with registration required no later than October 4.

General lectures will cover the following topics: birth control, when and how to transfuse, motor vehicle injuries, prevention of heart attack, pre-CCU management of heart attack, rehabilitation after heart attack, urinary tract infections, nutritional anemia, management of rheumatoid and osteoarthritis, headache, depression, sleep disorders, new antibiotics, office management of diabetes, hypertension, comprehensive approach to primary care.

Elective sessions will include: **behavior modification:** obesity, smoking, alcoholism; **bones and joints:** neck and arm pain, low back and leg pain, bursitis and tendonitis, athletic injuries; **medical emergencies:** resuscitation, arrhythmias, drug ingestion, coma; **allergy:** hay fever, asthma, eczema and urticaria; **problem-oriented records:** the defined data base, construction of the problem list, workshop; **trauma:** hand injuries, face injuries, head and spine injuries, chest injuries; **dermatology:** contact dermatitis, bacterial and viral infections, fungal infections, dermatoses; **acid-base:** acidosis, alkalosis, mixed problems; **genetics and child health:** general review and cytogenetics, genetic counseling and prenatal diagnosis; immunization, school problems.

Faculty for this course will consist of thirty-five physicians of the Stanford University School of Medicine.

INTENSIVE CARE OCTOBER 28-NOVEMBER 1, 1974

FOR ALL PHYSICIANS INVOLVED IN THE CARE OF THE CRITICALLY ILL OR INJURED PATIENT

This course will review in detail the current status of management principles and procedures applicable to critically ill and critically injured persons. Topics of general interest will be covered in morning lectures, with the afternoon program offering a choice of problem-solving sessions and seminars and demonstrations in specialized topics. Thirty Stanford University School of Medicine faculty members will participate.

General lectures will cover: hemodynamic monitoring, antiarrhythmic drugs, surgery for ischemic heart disease, respiratory failure: pathophysiology-manifestations and management, the practical use of ventilators, clotting mechanisms, common bleeding problems: congenital-acquired, diabetic ketoacidosis and hyperosmolar coma, lactic acidosis, neurological emergencies, thromboembolism, drainage of the urinary tract.

Elective sessions will include: **EKG problems:** acute myocardial infarction, tachyarrhythmias, bradyarrhythmias, changes in severe illness; **blood gas and acid-base problems:** respiratory acidosis and alkalosis, metabolic acidosis, metabolic alkalosis, oxygen transport; **salt and water problems:** water, sodium, potassium, miscellaneous syndromes; **acute myocardial infarction:** cardiogenic shock, arrhythmias, emergency surgery, acute rehabilitation in CCU; **ICU methods:** resuscitation, protecting the brain after arrest, central venous pressure and arterial catheters, pacemakers; **trauma:** injuries to the face, injuries to the chest, injuries to the head and spine; **neonatal crises:** neonatal asphyxia, respiratory distress syndrome, sepsis, metabolic crises in the newborn; **ICU management problems:** use of blood components, acute renal failure, antibiotics in septic crises, hyperalimentation.

Tuition for this course is $225, with registration required no later than October 25. Early registration is advisable as this course has been oversubscribed in previous years.

Clip and mail to: OFFICE OF POSTGRADUATE MEDICAL EDUCATION
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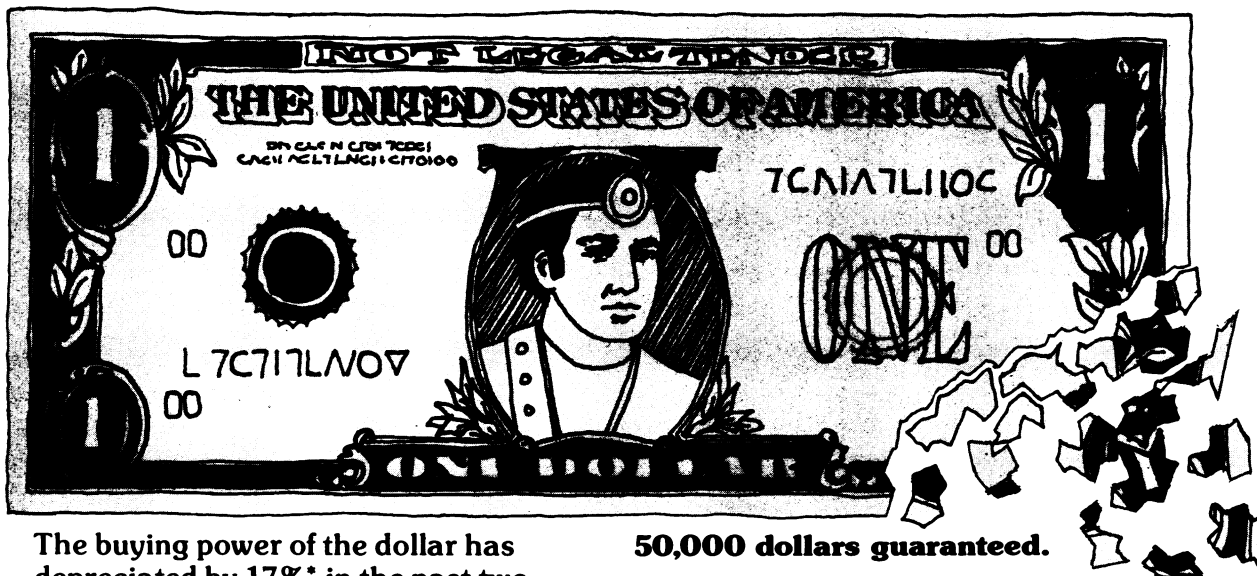

The buying power of the dollar has depreciated by 17%* in the past two years. The value of your life, on the other hand, has increased immeasurably. You have a practice, a family and an estate. You may also have a $100,000 life insurance policy which, if purchased two years ago, will today buy only $83,000 worth of food, mortgage payments, clothes and tuition.

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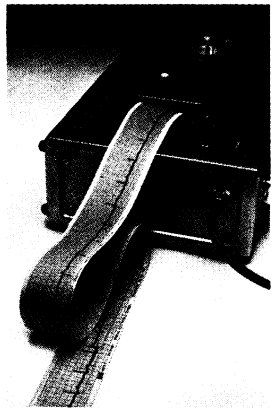
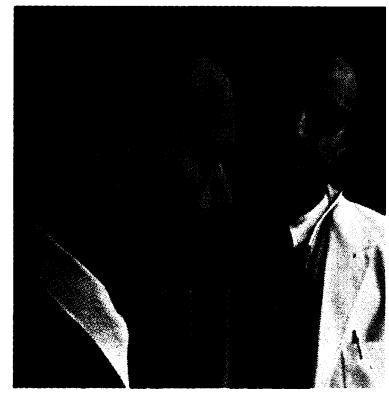
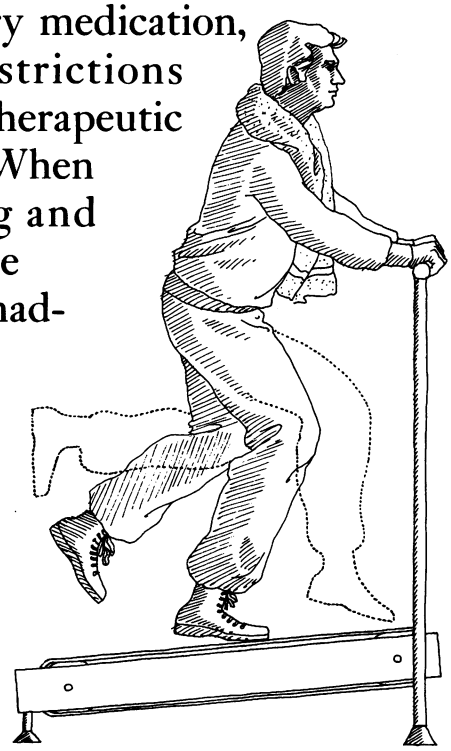


Why add Librium® (chlordiazepoxide HCl) to your cardiovascular regimen?



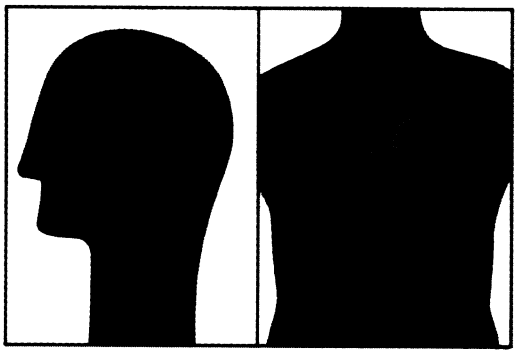
Excessive anxiety in susceptible patients can set in motion a chain of responses which add to the heart's work and thereby increase the possibility of cardiovascular complications. Furthermore, intense anxiety may interfere with effective medical management since some patients, in an attempt to deny their illness, may resist acceptance of necessary medication, dietary restrictions and other therapeutic directives. When counseling and reassurance alone are inadequate to relieve undue anxiety, adjunctive Librium (chlordiazepoxide HCl) may be beneficial.



"Specific" for anxiety reduction... wide margin of safety

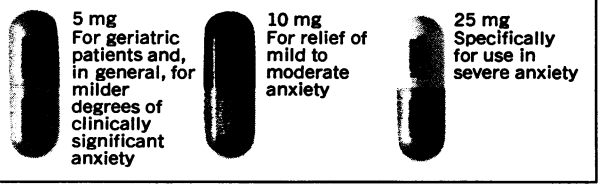
Librium is used as an adjunct to primary cardiovascular medications, since it acts directly on the central nervous system, reducing excessive anxiety and emotional tension. In so doing, Librium indirectly affects cardiovascular function.

Librium has a high degree of antianxiety effectiveness with a wide margin of safety. In proper dosage, Librium usually helps calm the overanxious patient without unduly interfering with mental acuity or general performance. In the elderly and debilitated, the initial dosage is 5 mg *b.i.d.* or less to preclude ataxia or oversedation, in-



creasing gradually as needed and tolerated.

Librium is used concomitantly with certain specific medications of other classes of drugs, such as cardiac glycosides, diuretics, antihypertensive agents, vasodilators and anticoagulants. Although clinical studies have not established a cause and effect relationship, physicians should be aware that variable effects on blood coagulation have been reported very rarely in patients receiving oral anticoagulants and Librium. After anxiety has been reduced to tolerable levels, Librium therapy should be discontinued.



Before prescribing, please consult complete product information, a summary of which follows:

Indications: Relief of anxiety and tension occurring alone or accompanying various disease states.

Contraindications: Patients with known hypersensitivity to the drug.

Warnings: Caution patients about possible combined effects with alcohol and other CNS depressants. As with all CNS-acting drugs, caution patients against hazardous occupations requiring complete mental alertness (*e.g.*, operating machinery, driving). Though physical and psychological dependence have rarely been reported on recommended doses, use caution in administering to addiction-prone individuals or those who might increase dosage; withdrawal symptoms (including convulsions), following discontinuation of the drug and similar to those seen with barbiturates, have been reported. Use of any drug in pregnancy, lactation, or in women of childbearing age requires that its potential benefits be weighed against its possible hazards.

Precautions: In the elderly and debilitated, and in children over six, limit to smallest effective dosage (initially 10 mg or less per day) to preclude ataxia or oversedation, increasing gradually as needed and tolerated. Not recommended in children under six. Though generally not recommended, if combination therapy with other psychotropics seems indicated, carefully consider individual pharmacologic effects, particularly in use of potentiating drugs such as MAO inhibitors and phenothiazines. Observe usual precautions in presence of impaired renal or hepatic function. Paradoxical reactions (*e.g.*, excitement, stimulation and acute rage) have been reported in psychiatric patients and hyperactive aggressive children. Employ usual precautions in treatment of anxiety states with evidence of impending depression; suicidal tendencies may be present and protective measures necessary. Variable effects on blood coagulation have been reported very rarely in patients receiving the drug and oral anticoagulants; causal relationship has not been established clinically.

Adverse Reactions: Drowsiness, ataxia and confusion may occur, especially in the elderly and debilitated. These are reversible in most instances by proper dosage adjustment, but are also occasionally observed at the lower dosage ranges. In a few instances syncope has been reported. Also encountered are isolated instances of skin eruptions, edema, minor menstrual irregularities, nausea and constipation, extrapyramidal symptoms, increased and decreased libido—all infrequent and generally controlled with dosage reduction; changes in EEG patterns (low-voltage fast activity) may appear during and after treatment; blood dyscrasias (including agranulocytosis), jaundice and hepatic dysfunction have been reported occasionally, making periodic blood counts and liver function tests advisable during protracted therapy.

Supplied: Librium® Capsules containing 5 mg, 10 mg or 25 mg chlordiazepoxide HCl. Libritabs® Tablets containing 5 mg, 10 mg or 25 mg chlordiazepoxide.

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Division of Hoffmann-La Roche Inc.
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For relief of excessive anxiety adjunctive

Librium® 10 mg
(chlordiazepoxide HCl)
1 or 2 capsules t.i.d./q.i.d.

ROCHE

Case history #5

Wayne's well-being comes first.

Wayne's being well comes first.

For two weeks in 1972, Wayne Patton lay unconscious in an Oxnard hospital. Wayne, a deputy sheriff for Ventura County, sustained serious injuries when his patrol car crashed on the way to a robbery scene. The accident left him partially paralyzed and caused disruptions in his ability to see, speak, and walk.

As soon as Wayne was sufficiently recovered, State Fund arranged for his transfer to the Santa Barbara County Rehabilitation Center, where he was given extensive rehabilitation therapy. He made rapid progress toward recovery.

After three months of care, Wayne left the hospital. He was ready to rebuild his life, and State Fund was ready to help. After arranging for continued physical therapy and outpatient medical care, the State Fund staff enrolled him in Work, Inc., a sheltered workshop in Santa Barbara, and also arranged for his friends at the Sheriff's Department to drive him to and from the workshop. In his first week at the shop, Wayne threw away his cane.

Although he was unable to take his old job back, State Fund worked hard to find him a position in a related field. Today, Wayne Patton works full-time as an Air Pollution Control Monitor.

It took a lot of hard work and courage for Wayne to rebuild his life. Most of the credit belongs to him, but a lot of people helped: his wife, his doctors, his friends at the Sheriff's Department, and the people at State Fund.

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BLSD

IN GONORRHEA

INJECTION

Wycillin®

(STERILE PROCAINE PENICILLIN G SUSPENSION) WYETH

Gonorrhea, according to the national Center for Disease Control, is, if the parenteral route is chosen, most effectively treated with aqueous procaine penicillin G. In uncomplicated cases, administration of 4.8 million units together with 1 gram oral probenecid, given at least 30 minutes prior to injection, is recommended.

Indications: In treatment of moderately severe infections due to penicillin G-sensitive microorganisms sensitive to the low and persistent serum levels common to this particular dosage form. Therapy should be guided by bacteriological studies (including sensitivity tests) and by clinical response.

NOTE: When high sustained serum levels are required use aqueous penicillin G, IM or IV.

The following infection will usually respond to adequate dosages of intramuscular procaine penicillin G.—*N. gonorrhoeae:* acute and chronic (without bacteremia).

FOR DEEP INTRAMUSCULAR INJECTION ONLY.

Contraindications: Previous hypersensitivity reaction to any penicillin.

Warnings: Serious and occasionally fatal hypersensitivity (anaphylactoid) reactions have been reported in patients on penicillin therapy.

Serious anaphylactoid reactions require immediate emergency treatment with epinephrine. Oxygen and intravenous corticosteroids should also be administered as indicated.

Although anaphylaxis is more frequent following parenteral therapy it has occurred in patients on oral penicillins. These reactions are more apt to occur in individuals with a history of sensitivity to multiple allergens.

There have been well documented reports of individuals with a history of penicillin hypersensitivity reactions who have experienced severe hypersensitivity reactions when treated with a cephalosporin. Before therapy with a penicillin, careful inquiry should be made concerning previous hypersensitivity reactions to penicillins, cephalosporins, and other allergens. If an allergic reaction occurs, the drug should be discontinued and the patient treated with the usual agents e.g., pressor amines, antihistamines and corticosteroids.

Precautions: Use cautiously in individuals with histories of significant allergies and/or asthma.

Carefully avoid intravenous or intraarterial use, or injection into or near major peripheral nerves or blood vessels, since such injections may produce neurovascular damage.

A small percentage of patients are sensitive to procaine. If there is a history of sensitivity, make the usual test: Inject intradermally 0.1 cc. of a 1 to 2 percent procaine solution. Development of an erythema, wheal, flare or eruption indicates procaine sensitivity. Sensitivity should be treated by the usual methods, including barbiturates, and procaine penicillin preparations should not be used. Antihistaminics appear beneficial in treatment of procaine reaction.

The use of antibiotics may result in overgrowth of nonsusceptible organisms. Constant observation of the patient is essential. If new infections due to bacteria or fungi appear during therapy, discontinue penicillin and take appropriate measures.

If allergic reaction occurs, withdraw penicillin unless, in the opinion of the physician, the condition being treated is life threatening and amenable only to penicillin therapy.

When treating gonococcal infections with suspected primary or secondary syphilis, perform proper diagnostic procedures, including darkfield examinations. In all cases in which concomitant syphilis is suspected, perform monthly serological tests for at least four months.

Adverse Reactions: (Penicillin has significant index of sensitization) skin rashes, ranging from maculopapular eruptions to exfoliative dermatitis; urticaria; serum sickness-like reactions, including chills, fever, edema, arthralgia and prostration. Severe and often fatal anaphylaxis has been reported. (See "Warnings.")

As with other antisyphilitics, Jarisch-Herxheimer reaction has been reported.

Administration and Dosage: Administer only by *deep intramuscular injection,* in upper outer quadrant of buttock. In infants and small children, midlateral aspect of thigh may be preferable. When doses are repeated, vary injection site. Before injection, aspirate to be sure needle bevel is not in blood vessel. If blood appears, remove needle and inject in another site.

Although some isolates of *Neisseria gonorrhoeae* have decreased susceptibility to penicillin, this resistance is relative, not absolute, and penicillin in large doses remains the drug of choice. Physicians are cautioned not to use less than recommended doses.

Gonorrheal infections (uncomplicated)—Men or Women: 4.8 million units intramuscularly divided into at least two doses and injected at different sites at one visit, together with 1 gram of oral probenecid, preferably given at least 30 minutes prior to injection.

NOTE: Treatment of severe complications of gonorrhea should be individualized using large amounts of short-acting penicillin. Gonorrheal endocarditis should be treated intensively with aqueous penicillin G. Prophylactic or epidemiologic treatment for gonorrhea (male and female) is accomplished with same treatment schedules as for uncomplicated gonorrhea.

Retreatment: The National Center for Disease Control, Venereal Disease Branch, U.S. Dept. H.E.W. recommends:

Test cure procedures at approximately 7-14 days after therapy. In the male, a gram-stained smear is adequate if positive; otherwise, a culture specimen should be obtained from the anterior urethra. In the female, culture specimens should be obtained from both the endocervical and anal canal sites.

Retreatment in males is indicated if urethral discharge persists 3 or more days following initial therapy and smear or culture remains positive. Follow-up treatment consists of 4.8 million units. I.M. divided in 2 injection sites at single visit.

In uncomplicated gonorrhea in the female, retreatment is indicated if follow-up cervical or rectal cultures remain positive for *N. gonorrhoeae.* Follow-up treatment consists of 4.8 million units daily on 2 successive days.

Syphilis: all gonorrhea patients should have a serologic test for syphilis at the time of diagnosis. Patients with gonorrhea who also have syphilis should be given additional treatment appropriate to the stage of syphilis.

Composition: Each TUBEX® disposable syringe 2,400,000 units (4-cc. size) contains procaine penicillin G in a stabilized aqueous suspension with sodium citrate buffer, and as w/v approximately 0.7% lecithin, 0.4% carboxymethylcellulose, 0.4% polyvinylpyrrolidone, 0.01% propylparaben and 0.09% methylparaben. The multiple-dose 10-cc. vial contains per cc. 300,000 units procaine penicillin G in a stabilized aqueous suspension with sodium citrate buffer and approximately 7 mg. lecithin, 2 mg. carboxymethylcellulose, 3 mg. polyvinylpyrrolidone, 0.5 mg. sorbitan monopalmitate, 0.5 mg. polyoxyethylene sorbitan monopalmitate, 0.14 mg. propylparaben and 1.2 mg. methylparaben.

Five are graduating with honors. How many with VD?

On the average, you can figure the incidence of VD among teenagers at about 900 per 100,000 population* And growing.

Among those in the 20-24 age-group, the incidence is even higher. And it, too, is growing.

In the long run, a populace educated to the risks and prevention of VD is probably the best answer to the problem. Meanwhile, though, adequate doses of the recommended types of penicillin remain a formidable weapon.

IN SYPHILIS
INJECTION
Bicillin® LONG-ACTING
(STERILE BENZATHINE PENICILLIN G SUSPENSION) WYETH

Syphilis is preferably treated with benzathine penicillin G, which is also the drug of choice for prophylaxis after exposure. Administration of 2.4 million units (1.2 million in each buttock) usually cures most cases of primary, secondary and latent syphilis with negative spinal fluid.

Indications: In treatment of infections due to penicillin G-sensitive microorganisms that are susceptible to the low and very prolonged serum levels common to this particular dosage form. Therapy should be guided by bacteriological studies (including sensitivity tests) and by clinical response.

The following infections will usually respond to adequate dosage of intramuscular benzathine penicillin G.—Venereal infections: Syphilis, yaws, bejel and pinta.

FOR DEEP INTRAMUSCULAR INJECTION ONLY.

Contraindications: Previous hypersensitivity reaction to any penicillin.

Warnings: Serious and occasionally fatal hypersensitivity (anaphylactoid) reactions have been reported. Anaphylaxis is more frequent following parenteral therapy but has occurred with oral penicillins. These reactions are more apt to occur in individuals with history of sensitivity to multiple allergens.

Severe hypersensitivity reactions with cephalosporins have been well documented in patients with history of penicillin hypersensitivity. Before penicillin therapy, carefully inquire into previous hypersensitivity to penicillins, cephalosporins and other allergens. If allergic reaction occurs, discontinue drug and treat with usual agents, e.g., pressor amines, antihistamines and corticosteroids.

Precautions: Use cautiously in individuals with histories of significant allergies and/or asthma.

Carefully avoid intravenous or intraarterial use, or injection into or near major peripheral nerves or blood vessels, since such injection may produce neurovascular damage.

In streptococcal infections, therapy must be sufficient to eliminate the organism; otherwise the sequelae of streptococcal disease may occur. Take cultures following completion of treatment to determine whether streptococci have been eradicated.

Prolonged use of antibiotics may promote overgrowth of nonsusceptible organisms including fungi. Take appropriate measures should superinfection occur.

Adverse Reactions: Hypersensitivity reactions reported are skin eruptions (maculopapular to exfoliative dermatitis), urticaria and other serum sickness reactions, laryngeal edema and anaphylaxis. Fever and eosinophilia may frequently be only reaction observed. Hemolytic anemia, leucopenia, thrombocytopenia, neuropathy and nephropathy are infrequent and usually associated with high doses of parenteral penicillin.

As with other antisyphilitics, Jarisch-Herxheimer reaction has been reported.

Administration and Dosage: Venereal infections—

Syphilis—Primary, secondary and latent—2.4 million units (1 dose).

Late (tertiary and neurosyphilis)—2.4 million units at 7 day intervals for three doses.

Congenital—under 2 years of age, 50,000 units/Kg. body weight; ages 2-12 years, adjust dosage based on adult dosage schedule.

(Shake multiple-dose vial vigorously before withdrawing the desired dose.) Administer by **deep intramuscular injection** in the upper outer quadrant of the buttock. In infants and small children, the midlateral aspect of the thigh may be preferable. When doses are repeated, vary the injection site. Before injecting the dose, aspirate to be sure needle bevel is not in a blood vessel. If blood appears, remove the needle and inject in another site.

Composition: 2,400,000 units in 4-cc. single dose disposable syringe. Each TUBEX disposable syringe also contains in aqueous suspension with sodium citrate buffer, as w/v approximately 0.5% lecithin, 0.4% carboxymethylcellulose, 0.4% polyvinylpyrrolidone, 0.01% propylparaben and 0.09% methylparaben. Units benzathine penicillin G (as active ingredient); 300,000 units per cc.—10-cc. multi-dose vial. Each cc. also contains sodium citrate buffer, approximately 6 mg. lecithin, 3 mg. polyvinylpyrrolidone, 1 mg. carboxymethylcellulose, 0.5 mg. sorbitan monopalmitate, 0.5 mg. polyoxyethylene sorbitan monopalmitate, 0.14 mg. propylparaben and 1.2 mg. methylparaben.

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*U.S. Dept. of Health, Education, and Welfare: VD Fact Sheet 1972. Publication No. (HSM) 73-8195.

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CARDIOLOGIST—Board certified internist with subspecialty in cardiology needed for busy cardiology practice in Orange County, with excellent facilities and adjacent medical school. Send résumé to Box 9392, Western Journal of Medicine, 731 Market St., San Francisco, 94103.

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PSYCHIATRISTS, GP'S for geriatric program within State hospital 50 miles north of Los Angeles. Fine climate near beaches. Salary $23,484 to $31,488. Optional monthly OD 5% extra. Other fringe benefits. Contact: Martin Gish, MD, Program Director (6G), Box A, Camarillo, CA 93010. Telephone (805) 482-4671, ext. 2638.

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PROTECT YOUR FUTURE—Join an expanding group practice HMO that has over 10 years experience. Located close to So. California beach communities. Career opportunity—attractive salary and benefits. Limited openings in Family Practice, Internal Medicine, OB/GYN, General Surgery and Orthopedics. Contact: Frank Volpe, MD, Medical Director, Family Health Program, Room 8419, 2925 N. Palo Verde Ave., Long Beach, CA 90815.

EMERGENCY SERVICE PHYSICIAN—OREGON—Full-time position for physician experienced in emergency medicine in major hospital of 391 beds. Busy Emergency Service in university community of 90,000. Flexible, but rotating schedule allowing ample time off to enjoy unique recreational opportunities. Competitive, guaranteed minimum salary. Send resume and references to: Sister Monica Heeran, Administrator, Sacred Heart General Hospital, 1200 Alder St., Eugene, Ore. 97401.

FULL-TIME EMERGENCY CARE position with pre-payment group. Includes both hospital and clinic emergency care work. Partnership after two years. Excellent insurance and retirement programs. Robert A. McFarlane, MD, 5055 North Greeley Ave., Portland, Ore. 97217.

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We have an immediate opening for an Industrial Physician with good knowledge of industrial organization and medical problems with emphasis on preventive medicine. As our Divisional Physician, you will be responsible for the supervision of 2 registered nurses as well as pre-employment and management level physical examinations, industrial injury, treatment and referrals, and liaison with consulting physicians at site locations, etc.

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(Continued on Page 24)

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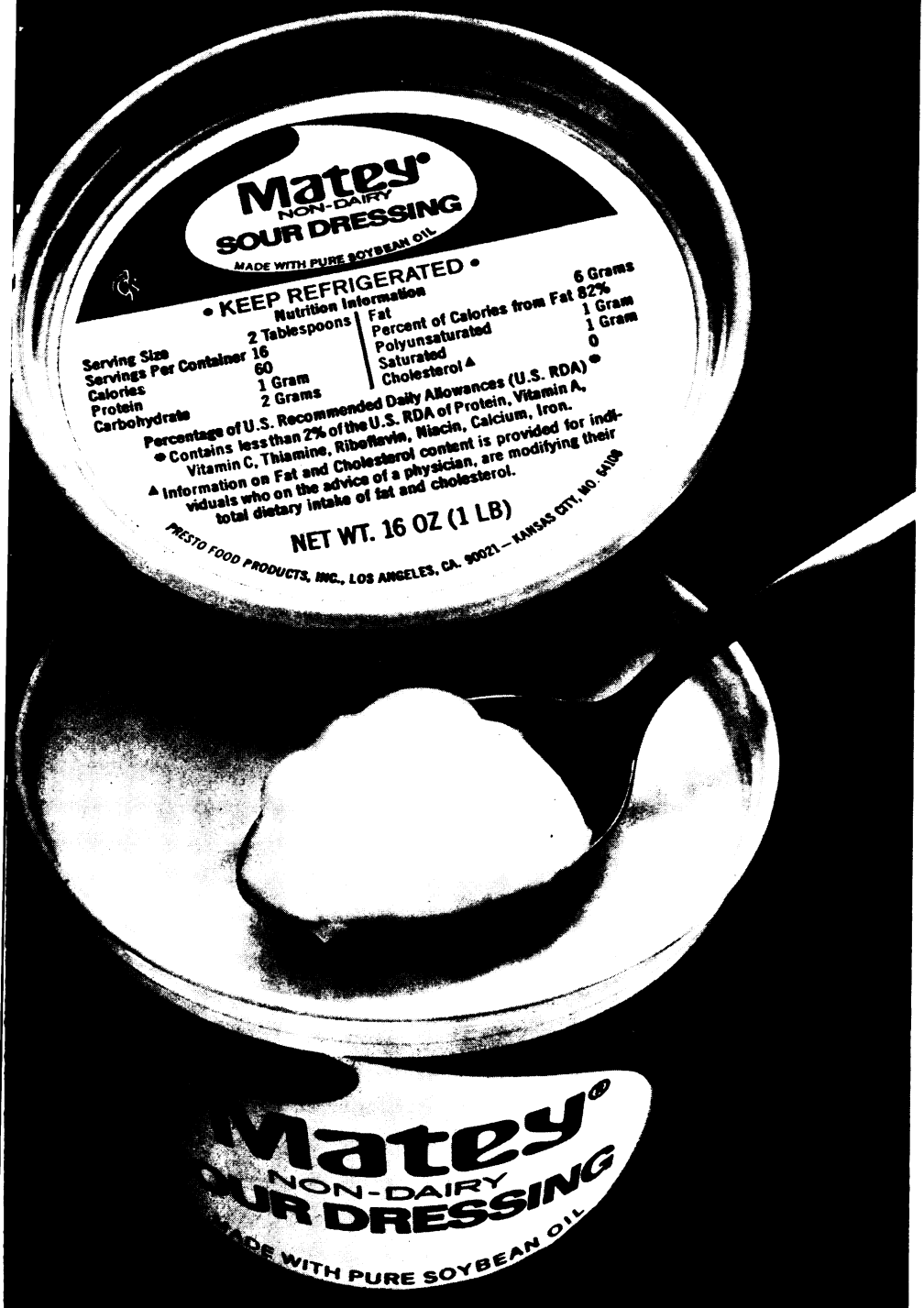

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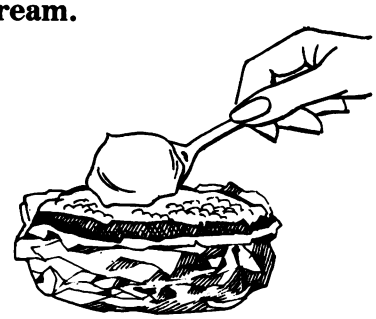

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Oregon Medical Association

SEPTEMBER 11-15, 1974

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General Sessions

Wednesday afternoon through
Saturday afternoon

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DAVID C. SABISTON, JR., MD
Professor and Chairman of the Department of Surgery, Duke University Medical Center, Durham, North Carolina

PETER H. FORSHAM, MD
Professor of Surgery and Director of the Metabolic Research Unit, University of California, San Francisco

W. GERALD AUSTEN, MD
Professor of Surgery and Chief of the General Surgical Services, Massachusetts General Hospital, Boston

GUEST SPEAKERS

ERNEST H. JOHNSON, MD
Ohio State University, Columbus

CLARK H. MILLIKAN, MD
Mayo Clinic, Rochester, Minnesota

MARTIN E. BLAZINA, MD
Orthopedic Consultant for the Los Angeles Rams, Lakers, Kings and Dodgers

Half-Day Conferences

- The Role of the Team Physician in School Sports
- The Oregon Comprehensive Cancer Program
- The Status of PSRO in Oregon

Century Banquet
FRIDAY, SEPTEMBER 13, 1974
Guest Physicians Invited

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- Treatment of Extremity Fractures
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- Dermatology for the Non-Dermatologist
- Office Gynecology
- The Acute Belly
- Estate Planning for Physicians
- Diagnosis and Evaluation of Vascular Insufficiency
- What's New in Antibiotics?
- What to do for the Sore Neck and Back
- Basic Principles of Auto-Immune Diseases
- Principles of EKG Reading in Arrhythmias
- Current Approach to Diagnosis and Treatment of Jaundice
- Proper Selection of Drugs in Psychiatric Emergencies
- Management of Acute Myocardial Infarction
- Rapid Evaluation and Treatment of the Severely Traumatized Patient
- Current Concepts in Burn Management
- Common Fluid Electrolyte Problems in Clinical Medicine
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85th Annual Meeting

Washington State Medical Association

DAVENPORT HOTEL • SPOKANE, WASHINGTON

SEPTEMBER 22-25, 1974

1974 ANNUAL MEETING

The 1974 Annual Meeting of the Washington State Medical Association and the Expo '74 World's Fair will be friendly competitors when WSMA members meet in Spokane, September 22-25, 1974. It is anticipated that registration at the WSMA Annual Meeting will be greater than normal.

A diversified scientific program is planned with one day devoted to trauma and shock. The Washington Thoracic Society will also offer a full day's program. In addition, sessions in family practice, obstetrics, orthopedics, ophthalmology, internal medicine, pediatrics, psychiatry and surgery will be presented over a three-day period. Self-teaching equipment will be available for use by physicians during the meeting.

A convention packet will be mailed to members of the Washington State Medical Association in August.

Any physician who is not a WSMA member may obtain the convention packet by writing to the

WSMA Convention Manager
444 N.E. Ravenna Boulevard
Seattle, Washington 98115.

Hotel reservations are extremely limited. Information on room availability may be obtained from the

Expo '74 Hospitality Services
P.O. Box 1974
Spokane, Washington 99210
Telephone (509) 456-1974.

GUEST SPEAKERS

BRUCE O. BERG, MD, San Francisco, California
Director of Child Neurology, University of California Medical Center

- **Non-Convulsive Paroxysmal Disorders in Children**
- **The Child with Large Head**
- **Panel Discussion on Reye's Syndrome**

ROBERT FONTANA, MD, Rochester, Minnesota
Associate Professor of Medicine, Mayo Medical School

JOHN P. GEIGHNER, MD, San Diego, California

- **Panel on State Mental Hospitals and the Future of State Mental Health Programs**
- **Panel on Status of the Mental Health Commitment Law**

ROBERT M. HARDAWAY, III, MD, El Paso, Texas
Brigadier General, MC, Department of Army William Beaumont General Hospital

- **Pathophysiology and Treatment of Shock**
- **Disseminated Intravascular Coagulopathy**
- **Panel on Shock**

KENNETH M. MOSER, MD, San Diego, California
Professor of Medicine, Director, Pulmonary Division, University of California, San Diego, School of Medicine

G. TOM SHIRES, MD, Seattle, Washington
Professor and Chairman, Department of Surgery, University of Washington, School of Medicine

- **Initial Care of Injured**
- **Panel on Trauma**

LTC. JOHN P. SHOCK, MC, San Francisco, California
Ophthalmology Department, Letterman Army Medical Center

- **Phacofragmentation and Irrigation of Cataracts**
- **Current Status of Phacocryolysis**

MORTON A. STENCHEVER, MD, Salt Lake City, Utah
Professor and Chairman, Department of Obstetrics and Gynecology, University of Utah College of Medicine

- **The Genetics of Reproductive Failure**
- **The Prenatal Diagnosis of Genetic Diseases**
- **Panel Discussion—Ask the Experts**
- **Grand Rounds—Ob-Gyn**

INDICATIONS: *Therapeutically*, used as an adjunct to appropriate systemic therapy for topical infections, primary or secondary, due to susceptible organisms, as in: • infected burns, skin grafts, surgical incisions, otitis externa • primary pyodermas (impetigo, ecthyma, sycosis vulgaris, paronychia) • secondarily infected dermatoses (eczema, herpes, and seborrheic dermatitis) • traumatic lesions, inflamed or suppurating as a result of bacterial infection.

Prophylactically, the ointment may be used to prevent bacterial contamination in burns, skin grafts, incisions, and other clean lesions. For abrasions, minor cuts and wounds accidentally incurred, its use may prevent the development of infection and permit wound healing.

CONTRAINDICATIONS: Not for use in the external ear canal if the eardrum is perforated. This product is contraindicated in those individuals who have shown hypersensitivity to any of the components.

PRECAUTION: As with other antibiotic preparations, prolonged use may result in overgrowth of nonsusceptible organisms and/or fungi. Appropriate measures should be taken if this occurs. Articles in the current medical literature indicate an increase in the prevalence of persons allergic to neomycin. The possibility of such a reaction should be borne in mind.

Complete literature available on request from Professional Services Dept. PML.

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Each gram contains: Aerosporin® brand Polymyxin B Sulfate 5,000 units; zinc bacitracin 400 units; neomycin sulfate 5 mg. (equivalent to 3.5 mg. neomycin base); special white petrolatum q.s. In tubes of 1 oz. and ½ oz. and 1/32 oz. (approx.) foil packets.

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(Continued from Page 20)

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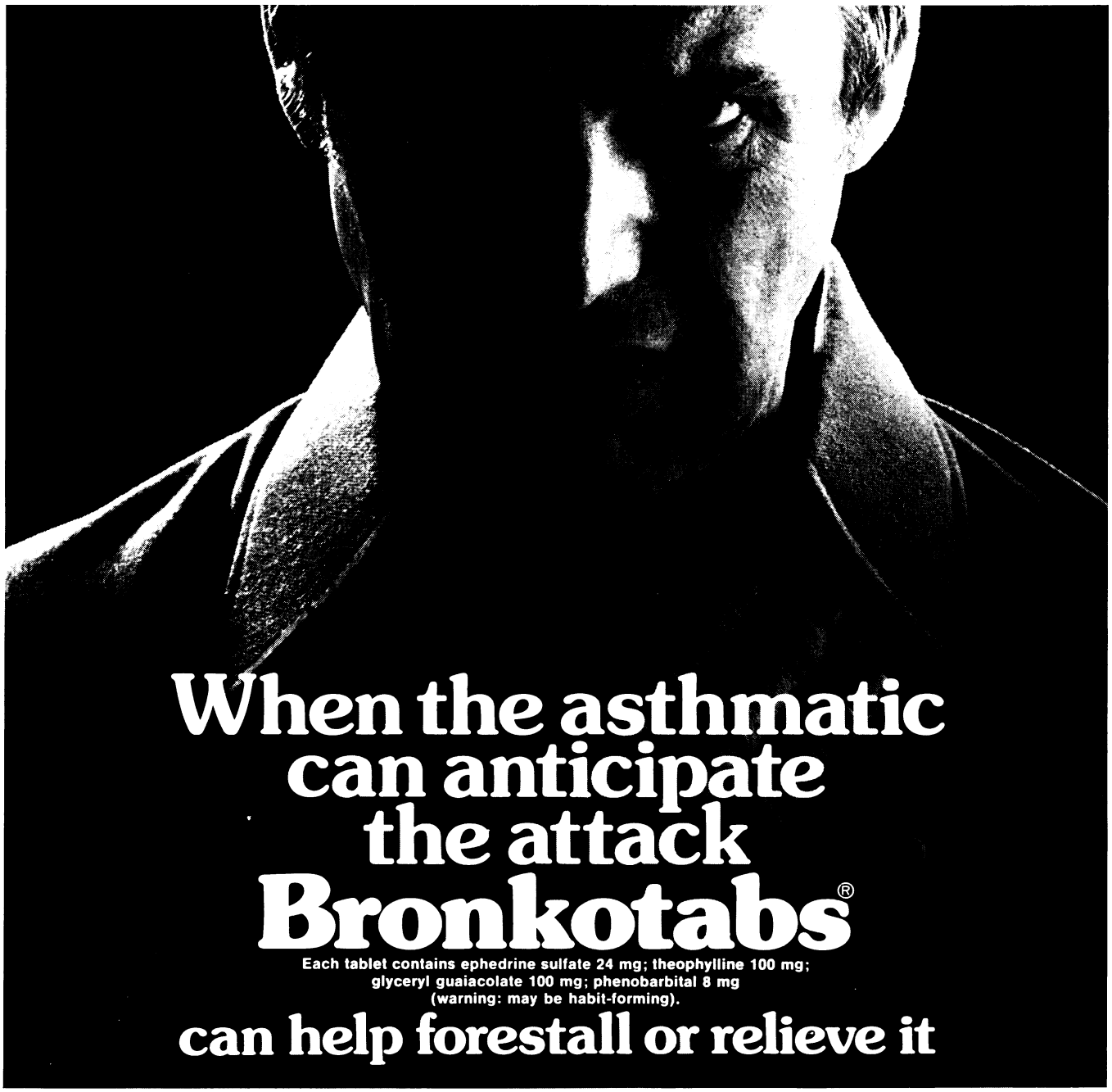

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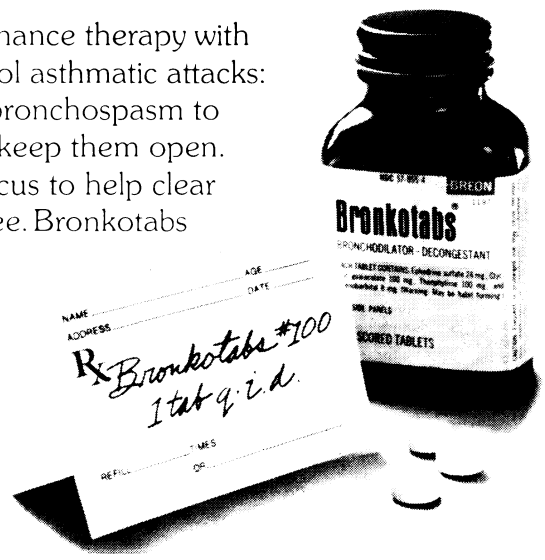

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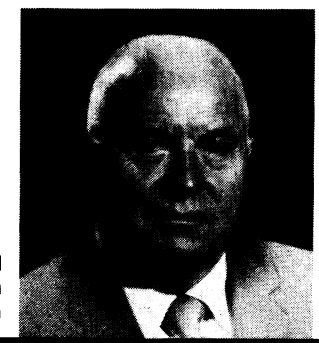
The Role of the Detail Man

Opinion & Dialogue

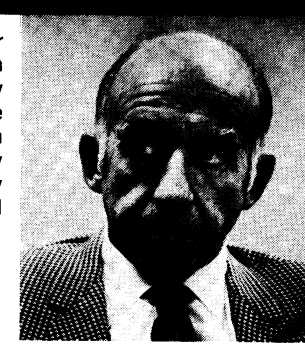


Dr. Willard Gobbell
Family Physician
Encino, California

"I may be prejudiced, but I am very much in favor of the detail men I meet. Most of them are knowledgeable about the drugs they promote and can be a great help in acquainting me with new medication."

Family Physician's Perception

I think that most general practitioners in this area feel as I do about the detail man. Over the years I have gotten to know most of the men who visit me regularly and they in turn have become aware of my particular interests and the nature of my practice. They, therefore, limit their discussion as much as possible to the areas of interest to me. Since I usually see the same representative again in future visits, it is in his best interest to supply me with the most honest, factual, as well as up-to-date information about his products.



Dr. Jeremiah Stamler
Chairman
Department of Community Health and Preventive Medicine, and Dingman Professor of Cardiology
Northwestern University Medical School

"In the total picture of dealing with health problems in this country, there is a potential for detail men to play a meaningful role."

The Positive Influence

My contact with representatives and salesmen of the pharmaceutical industry is the type of contact that people in a medical center, research people, and academic people have and that's in all likelihood on a somewhat different level from that of the practicing physician.

Let me touch on how I personally perceive the role of the sales representative. These men reach large numbers of health professionals. Thus they could be—and at times actually are—disseminators of useful information. They could consistently serve a real educational function in their ability to discuss their products.

At present they do distribute printed material, brochures and pamphlets—some of it scientifically sound and therefore truly useful—as well as some excellent films produced by the pharmaceutical industry. When they function in this

Is He a Source of Information?

Yes, with certain reservations. The average sales representative has a great fund of information about the drug products he is responsible for. He is usually able to answer most questions fully and intelligently. He can also supply reprints of articles that contain a great deal of information. Here, too, I exercise some caution. I usually accept most of the statements and opinions that I find in the papers and studies which come from the larger teaching facilities. It goes without saying that a physician should also rely on other sources for his information on pharmacology.

Training of Sales Representatives

Ideally, a candidate for the position as a sales representative of a pharmaceutical company should be a graduate pharmacist who has a questioning mind. I don't think this is possible in every case, and so it becomes the responsibility of the pharmaceutical company to train these individuals comprehensively. It is of very great importance that the detail man's knowledge of the product he represents be constantly reviewed as well as updated. This phase of the sales representative's education should be a major responsibility of the medical department of the pharmaceutical company.

I am certain that most of these companies take special care to give their detail men a great deal of information about the products they produce—information about indications, contraindications, side effects and precautions. Yet, although most of the detail men are well informed, some, unfortunately, are not. It might be helpful if sales representatives were reassessed every few years to determine whether or not they are able to fulfill their important function. Incidentally, I feel the same way about periodic assessments of everyone in the health care field, whether they be general practitioners, surgeons or salesmen.

Value of Sampling

I personally am in favor of limited sampling. I do not use sampling in order to perform clinical testing of a drug. I feel that drug testing should rightly be left to the pharmacology researcher and to the large teaching institutions where such testing can be done in a controlled environment.

I do not use samples as a "starter dose" for my patients. I do, however, find samples of drugs to be of value in that they permit me to see what the particular medication looks like. I get to see the various forms of the particular medication at first hand, and if it is in a liquid form I take the time to taste it. In that way I am able to give my patients more complete information about the particular medications that I prescribe for them.

---

capacity they are indeed useful; particularly in the fact that they disseminate broadly based educational material and serve not just as "pushers" of their drugs.

The Other Side of the Coin

Obviously, the pharmaceutical companies are not producing all this material as a labor of love—they are in the business of selling products for profit. In this regard the ambitious and improperly motivated sales representative can exert a negative influence on the practicing physician, both by presenting a one-sided picture of his product, and by encouraging the practitioner to depend too heavily on drugs for his total therapy. In these ways, the salesman has often distorted objective reality and undermined his potential role as an educator.

The Industry Responsibility

Since the detail man must be an information resource as well as a representative of his particular pharmaceutical company, he should be carefully selected and thoroughly trained. That training, perforce, must be an ongoing one. There must be a continuing battle within and with the pharmaceutical industry for high quality not only in the selection and training of its sales representatives, but also in the development of all of its promotional and educational material.

The industry must be ready to accept constructive as well as corrective criticism from experts in the field and consumer spokesmen, and be willing to accept independent peer review. The better educated and prepared the salesman is, the more medically accurate his materials, the better off the pharmaceutical industry, health professionals and the public—*i.e.*, the patients—will be.

Physician Responsibility

The practicing physician is in constant need of up-dated information on therapeutics, including drugs. He should and does make use of drug information and answers to specific questions supplied by the pharmaceutical representative. However, that information must not be his main source of continuing education. The practitioner must keep up with what is current by making use of scientific journals, refresher courses, and information received at scientific meetings.

The practicing physician not only has the right, but has the responsibility to demand that the pharmaceutical company and its representatives supply a high level of valid and useful information. I feel certain that if such a high level is demanded by the physician as well as the public, this demand will be met by an alert and concerned pharmaceutical industry.

From my experience, my impression is that sectors of the pharmaceutical industry are indeed ethical. I challenge the industry as a whole to live up to that word in its finest sense.

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give pain killers?...prescribe frequent eating?..

give pain killers only?

They relieve pain but may cause patient drug dependency and unnecessary sedation.

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Frequent feeding helps buffer acid, but caloric, digestive, and social considerations make frequent eating both difficult and impractical.

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Antacids, like food, help neutralize or buffer stomach acidity. Their action is short, usually lasting only 1 to 1½ hours (given four hours after a meal).* Some patients may require antacids every half hour.

When you add Pro-Banthine® you

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Indications: Pro-Banthine is effective as adjunctive therapy in the treatment of peptic ulcer. Dosage must be adjusted to the individual.

Contraindications: Glaucoma, obstructive disease of the gastrointestinal tract, obstructive uropathy, intestinal atony, toxic megacolon, hiatal hernia associated with reflux esophagitis, or unstable cardiovascular adjustment in acute hemorrhage.

Warnings: Patients with severe cardiac disease should be given this medication with caution.

Fever and possibly heat stroke may occur due to anhidrosis.

In theory a curare-like action may occur, with loss of voluntary muscle control. For such patients prompt and continuing artificial respiration should be applied until the drug effect has been exhausted.

Diarrhea in an ileostomy patient may indicate obstruction, and this possibility should be considered before administering Pro-Banthine.

Precautions: Since varying degrees of urinary hesitancy may be evidenced by elderly males with prostatic hypertrophy, such patients should be advised to micturate at the time of taking the medication.

Overdosage should be avoided in patients severely ill with ulcerative colitis.

Adverse Reactions: Varying degrees of drying of salivary secretions may

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Helps to relieve pain without risk of patient drug dependency.

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Reduces gastric secretory volume and total resting and free acid without the caloric, digestive, and social problems occasioned by frequent eating.

add Pro-Banthine

Pro-Banthine slows intestinal motility to enhance and prolong the action of antacids. The action of Pro-Banthine lasts 4 to 6 hours.

*Fordtran, J. S., and Collyns, J. A. H.: Antacid Pharmacology in Duodenal Ulcer: Effect of Antacids on Postcibal Gastric Acidity and Peptic Activity, New England J. Med. 274:921-927 (April 28) 1966.

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usually get better patient response.

occur as well as mydriasis and blurred vision. In addition the following adverse reactions have been reported: nervousness, drowsiness, dizziness, insomnia, headache, loss of the sense of taste, nausea, vomiting, constipation, impotence and allergic dermatitis.

Dosage and Administration: The recommended daily dosage for adult oral therapy is one 15-mg. tablet with meals and two at bedtime. Subsequent adjustment to the patient's requirements and tolerance must be made.

Pro-Banthine P.A.—Each tablet of Pro-Banthine P.A. (propantheline bromide) contains 30 mg. of the drug in the form of sustained-release or timed-release beads; on ingestion about half of the drug is released within an hour and the remainder continuously as earlier increments are metabolized. Thus the result is even, high-level anticholinergic activity maintained all day and all night in most patients with only two tablets daily. Some patients may require one tablet every eight hours.

The contraindications and precautions applicable to Pro-Banthine 15 mg. should be observed.

How Supplied: Pro-Banthine is supplied as tablets of 15 and 7.5 mg., as prolonged-acting tablets of 30 mg. and, for parenteral use, as serum-type vials of 30 mg.

Bio-Science Reports

Serum Triiodothyronine (T_3) by Radioimmunoassay (RIA)

The concentration of T_3 in normal serum is only 1/70th the concentration of serum T_4, but the greater biologic activity of T_3 (4 to 6 times that of T_4) and the fact that it is bound much less tightly to serum proteins suggests an important role in thyrometabolic status. Furthermore, the recognition of a disease entity in which thyrotoxicosis is present without elevated T_4 levels, but with elevated T_3 levels, has focused attention on the need for serum T_3 determinations as part of a total thyrodiagnostic test battery.

Serum T_3 levels are increased in pregnancy and in women receiving estrogens, presumably paralleling TBG increases in a manner analogous to T_4 levels. Similarly T_3 levels are lower in subjects with decreased TBG levels.

In hyperthyroidism, serum T_3 levels are elevated to a greater relative degree than T_4. This disproportionate increase may be due in part to the fact that an important source of serum T_3 is deiodination of T_4 in peripheral tissues. The findings in hypothyroidism are less well defined and appear to be due, in part, to sensitivity limitations in methodology.

NORMAL RANGE: 60-190 ng/100 ml. serum

The specimen required is 2 ml of serum. Ask for "Serum T_3 by RIA."

RIA and CPB Procedures Available

Aldosterone (plasma and urine)
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Prostaglandins
Renin activity
Testosterone
Thyroid stimulating hormone (TSH)
Thyroxine (T_4 by CPB)
Triiodothyronine (Serum T_3)
Vitamin B-12

25 YEARS **Bio-Science Laboratories**
Van Nuys, California 91405

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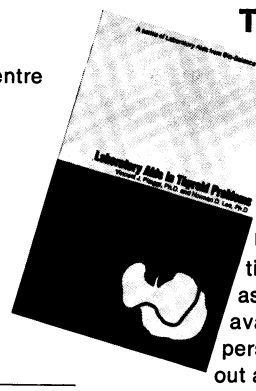

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